



UNIVERSITY

STUDENT ID NO.

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

MLC1113 – MEDIA CULTURE
(All section / Groups)

15 OCTOBER 2018
9.00 AM – 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENT

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 1. This question paper consists of 4 pages including this cover page with 6 questions only.
 2. This exam paper consists of **THREE** section only:
Section A: Answer all questions.
Section B: Answer one question only.
Section C: Answer one question only.
 3. Write all your answers clearly in the answer booklet provided. Make sure you print your ID number on your answer booklet clearly before submitting it.

Section A: Answer all questions**Question 1:**

Societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication.

- a. Explain what Marshall McLuhan meant by the phrase, 'The Medium is the Message'? Give examples where needed. (5 Marks)
- b. Using McLuhan's understanding of the Medium is the Message, explain how the Internet and digital media shape human consciousness? Include relevant examples where necessary. (5 Marks)

Question 2:

Everybody experiences far more than they understand. Yet it is experience, rather than understanding, that influences behavior, especially in collective matters of media and technology, where the individual is almost inevitably unaware of its effects upon themselves.

- a. Taking into account Marshall McLuhan's quote above, discuss with relevant examples the relationship between media and sociology. (5 Marks)
- b. Bearing in mind the quotation by McLuhan above, explain clearly how mass media and particularly media images affect gender roles and norms? (5 Marks)

Continued

Section B: Answer only 1 question**Question 1:**

Whether we like it or not, whether we are ready for it or not, the phenomenon of globalization is more actual than ever. There are different ways to approach this hot topic, different levels of debate, different points of view. What is certain is that globalization is intimately connected to sharing information, media (especially new media) often being regarded as the main vehicle for its rapid expansion.

- a. How are governments currently adapting to threats, whether real or perceived, from the growing "transnational" media industry marketplace? (5 Marks)
- b. Media narratives are able to convey ideology through the selection and application of media codes and conventions. Analyze with examples how media codes and conventions achieve this. (5 Marks)

Question 2:

Stuart Hall's main contribution to postwar thinking and cultural studies has been to demonstrate that 'questions of culture . . . are absolutely deadly political questions'. For him, culture is not something to simply appreciate or study; it is also a critical site of social action and intervention, where power relations are both established and potentially unsettled.

- a. Explain with examples to illustrate your points, Stuart Hall's theory of Encoding/Decoding. (5 Marks)
- b. Analyze Twitter from the perspectives of the functionalist theory and the conflict theory and include examples to better explain your points. (5 Marks)

Continued

Section C: Answer only 1 question**Question 1:**

Due to the outreach and technological sophistication, Media's role has now expanded and increased beyond the mere supply of information. It can be said, that can now 'create reality'. Media can effectively shape public opinion, influence personal beliefs and even alter people's self-perceptions. Ideologies, thought processes and the methods of socializations are greatly influenced by the media.

- a. Choose **two** individual factors that promote stereotype formation as well as help maintain them. Explain and include examples on these factors. (5 Marks)
- b. Choose **two** collective factors that promote stereotype formation as well as help maintain them. Explain and include examples on these factors. (5 Marks)

Question 2:

Human beings with unlimited quest for wants have led to the advent of the process of globalization. This has come through a dramatic expansion in the volume and variety of cross-border transactions in goods and services. The development of new technologies used for information, communication and transportation; and the huge increase in international flow of capital, has gone a long way to affect the economic, political, environmental and socio-cultural sectors of many countries in the world, both positive and negative.

- a. What is cultural globalization and how does mass media promote it? Include examples where needed. (5 Marks)
- b. How does mass media act as a link between the government and the people? Include examples to illustrate your points. (5 Marks)

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